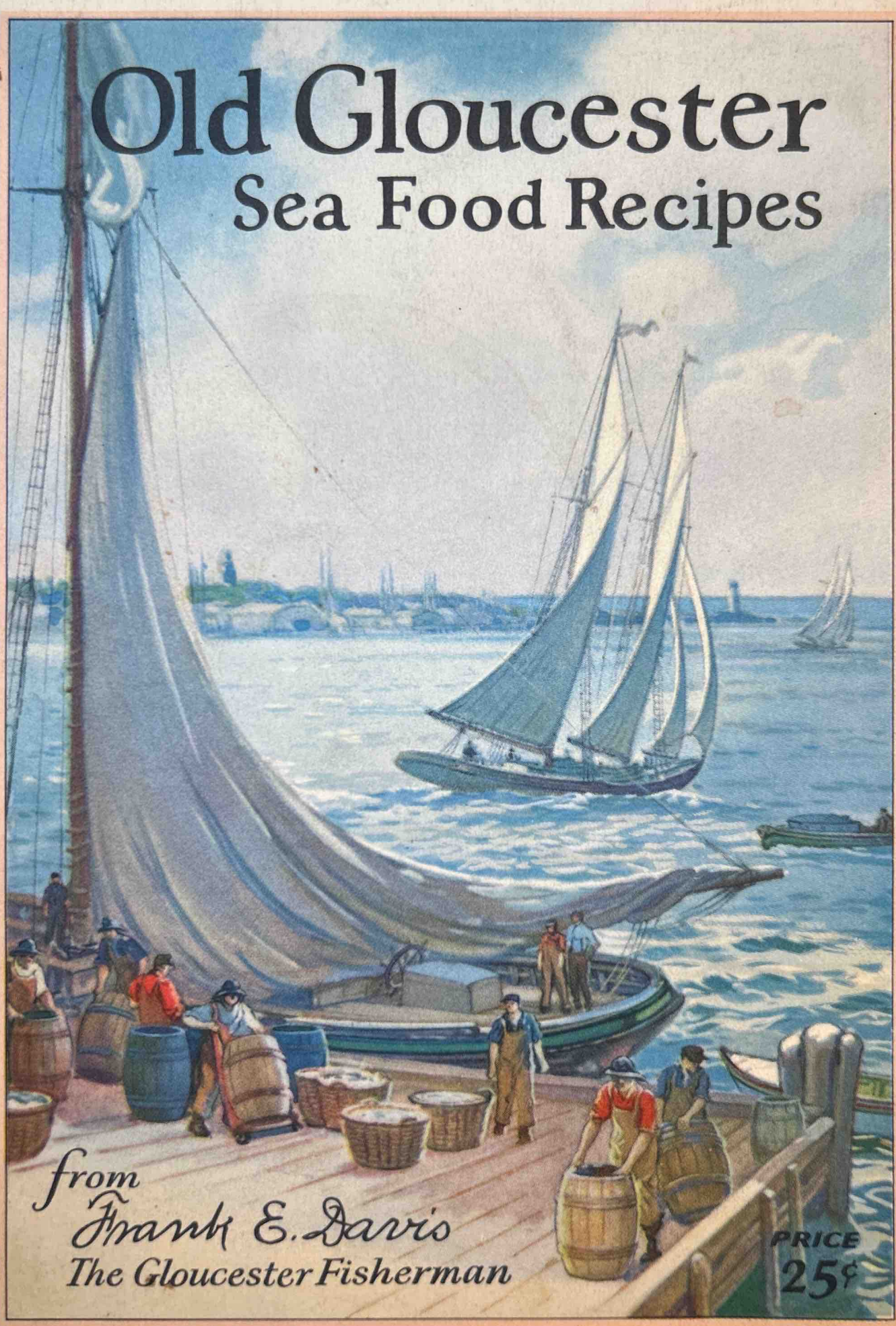
Old Gloucester
Sea Food Recipes



from
Frank E. Davis
The Gloucester Fisherman

PRICE
25¢

FRANK E. DAVIS FISH COMPANY

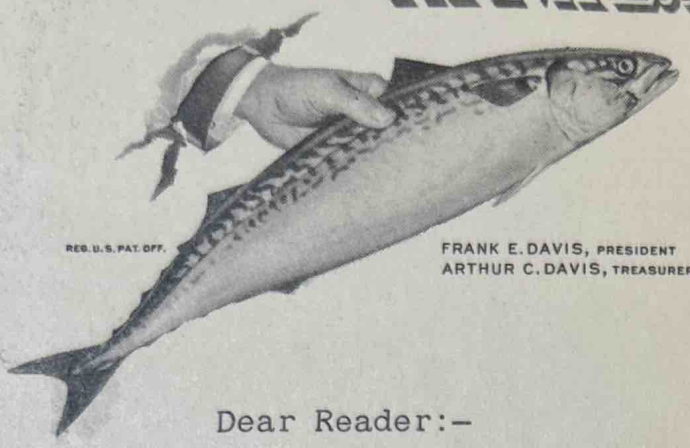
PACKERS, IMPORTERS AND DISTRIBUTORS

Salt Mackerel

Codfish, Fresh Lobster, Etc.

MAIL ORDER DEALERS

FOUNDED IN 1885 INCORPORATED IN 1905



REG. U.S. PAT. OFF.

FRANK E. DAVIS, PRESIDENT
ARTHUR C. DAVIS, TREASURER

Gloucester, Mass.

Dear Reader:-

I'm just an old-fashioned fisherman - don't know much about the details of business, and I thought that perhaps if I sent you this beautifully illustrated Cook Book, it might at least give me a chance to prove to you the unusual high quality of the fish I'm sending to my customers all over the country.

There isn't anything in the world I can say that can describe the wonderful taste of my fish. All I know is that once you taste them, you'll be a steady customer.

I want you to try my Mackerel, Lobster, Codfish and other seafoods - especially those that are new to you. I guarantee that you'll be pleased with everything I send you, or I'll refund your every penny.

I am over eighty-five years old and the greatest pleasure I get out of life is making people happy by sending them the finest food delicacies the sea affords. Won't you let me make you happy, too?

Sincerely yours,

Frank E. Davis

FED/VEH

The Gloucester Fisherman

The original mail-order fish house-the only concern in GLOUCESTER selling fish exclusively direct to the consumer.

CSK
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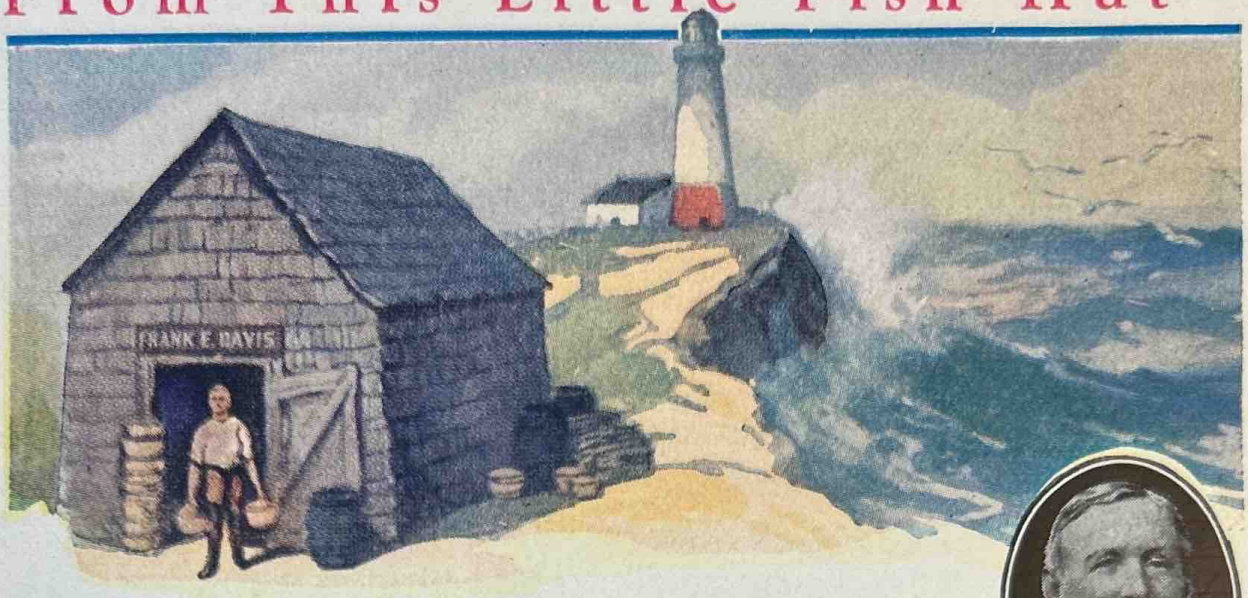
From This Little Fish Hut—



Frank E. Davis

Back in 1885

they laughed at me—and now they call me a crank!

That's because I insist on having the very finest fish that come out of the sea

EVEN the fisher-folk of Gloucester laughed at me in '85 when I started to sell fish by mail. They thought I didn't know what I was doing. But I did. I knew how hard it was for folks away from the seashore to get fish for their home tables. And I felt that in supplying these people with the same kind of fish that Gloucester fishermen pick out for their own use, I could build up a real business. Time has proved that my idea was sound. Today over 200,000 families buy fish of me by mail.

And Here Is How It Came About

It all happened in the simplest, most natural way in the world. As a boy I spent a good many days aboard a fishing schooner where I learned how to catch fish and how to clean and cure them to keep. Then as a young man, I went to sea in my father's vessel, catching the wary mackerel. Once upon the return to

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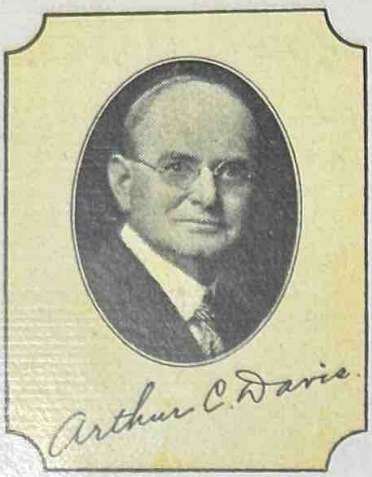


port, I sent a pail of salted mackerel to inland friends. The letter that came back thanking me and telling of the difficulty of obtaining, away from the ocean, the kind of fish that folks really like, gave me my idea.

"Why can't I," I thought, "supply families everywhere with the pick of Gloucester's tasty fish, sending them direct from the ocean to the tables of my customers?" The freshest, choicest and best of ocean fish are brought to Gloucester because it is the leading fishing port of America. By careful methods of selecting and packing, I can furnish lovers of seafoods, no matter where they live, with fish far superior and more appetizing than they can possibly get at a local dealer's. So I had a little circular printed telling about the seafoods I could supply and offering to fill orders by express. In the evenings my wife and I addressed these circulars to people in some inland cities.

Everybody Can Now Have Delicious, Fresh-from-the-Ocean Fish in Their Own Homes

Orders started to come to us and continued in ever-increasing numbers. Almost everyone who tried my fish came back for more and told their friends about "the man in Gloucester who supplied the finest seafoods you've ever tasted." And it wasn't long before our business had developed to the point where I had to give up fishing altogether and stay ashore and attend to it. I've been at it ever since and I've outgrown the little wooden building on the wharves and now have a large, modern concrete structure where most sanitary methods are employed, to serve my thousands of customers all over the country. But I think that the thing that has brought the greatest happiness, even beyond the success of my business, is the friendly spirit that has grown

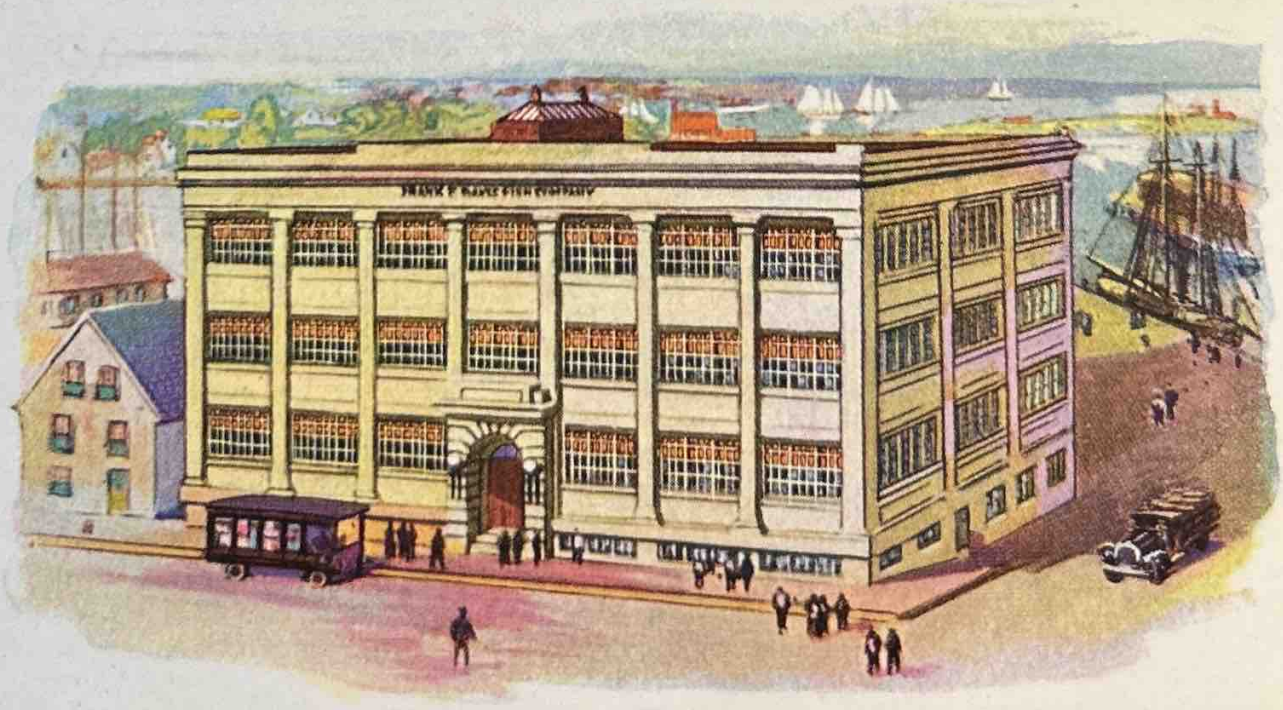
between my customers and myself. They have liked Davis fish so well that they have told their friends about it and so a sort of endless chain of friendliness has been established.

Why I'm Proud to Be Called a Crank

But they still call me a crank—the other fisherfolk about Gloucester. But I'm glad to be called a crank, because I know that it means absolute safety and the very finest quality in every ounce of my fish customers buy from me. I admit that I go, personally, to the wharves and choose only the pick of the catch. I admit that I'm not satisfied with just the good fish when there is better to be had. I'm proud of Gloucester, and I'm proud of my fish.

And I'm proud to have my customers know I'm a crank. That's why they always send to me for more, after they've once tasted my fish. Wouldn't you like to try some, too?

Frank E. Davis.
The Gloucester Fisherman
GLOUCESTER, MASS.



LOBSTER

Plain Lobster

As soon as the can is opened the lobster should be taken out, placed in a strainer, and well rinsed. It will then be bright and clear in appearance, and if you desire it may be used without further preparation. Lettuce dressed with oil and vinegar is a good accompanying dish, or the lobster itself may be dressed with vinegar or garnished with lemon.

CREAMED LOBSTER

1 can Davis Lobster **1 tbsp. Butter** **1 tbsp. Flour** **1 cup Cream or Milk** **Salt and Pepper** **Buttered toast**

Melt the butter in a chafing dish or saucepan. Add the flour, stirring until smooth. Then add the cup of cream or milk. Cook until it thickens, season with salt and pepper. Add lobster meat, cooking slowly until thoroughly heated. Serve on buttered toast.

LOBSTER STEW

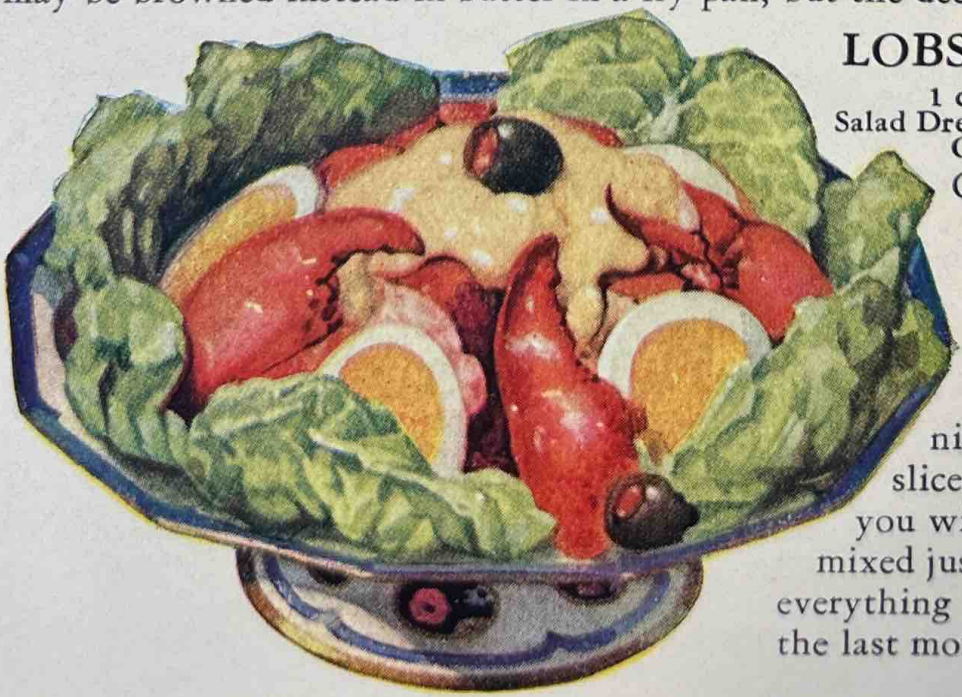
1 No. ½ can Davis Lobster **1 pint Milk** **1 oz. Butter** **Pepper and Salt** **Dinner Biscuit or Crackers**

Heat one pint of milk. When thoroughly hot season with the butter, pepper and salt to taste. Then add the contents of a No. ½ can of Lobster, cut moderately small. Serve hot with dinner biscuit or crackers.

LOBSTER CUTLETS or CROQUETTES

1 No. 1 can Davis Lobster **Salt** **1 tsp. Lemon Juice** **Dash Paprika** **1 tsp. Minced Parsley** **1 cup Double White Sauce** **Yolk one Egg** **Crumbs**

Mince the lobster meat and season with the salt, paprika, lemon juice and minced parsley. Moisten with the cup of double white sauce and beaten yolk of one egg. When cool shape into cutlets, dip in egg and crumbs. Let them stand an hour or two on ice, then fry in deep fat, being sure it is piping hot first. These may be browned instead in butter in a fry pan, but the deep fat is better.



LOBSTER SALAD

1 can Davis Lobster **Salad Dressing** **Lettuce Leaves** **Celery if desired**

Cut Lobster in half-inch cubes. Mix with a small amount of salad dressing and serve on fresh, crisp lettuce leaves. Garnish with olives and sliced hard-boiled egg if you wish. Salad should be mixed just before serving and everything be kept on ice until the last moment.

FRIED LOBSTER

1 can Davis Lobster 1 Egg Cracker Crumbs Lemon Slices

The whole pieces of lobster meat may be dipped in egg and cracker crumbs and fried in deep fat. Garnish with slices of lemon and serve with Julienne, French or other crisply fried potatoes.

LOBSTER a la NEWBURG

1 No. 1 can Davis Lobster Salt and Paprika or Red Pepper 1 rounded tbsp. Butter
Yolks 2 Eggs 1 Cup Cream

Cut the lobster meat into small pieces, and heat in a chafing dish or double boiler in the butter. Sprinkle over it a little salt and paprika or red pepper. Then beat the yolks of two eggs, add the cup of cream and turn it over the lobster, stirring until thick and smooth. Serve at once over wafers, Uneeda Biscuits or hard dry toast.

LOBSTER a la NEWBURG (Canned)

Simply heat and serve immediately while hot, on toast or crackers.

LOBSTER SANDWICH FILLING

This is an ideal preparation for sandwiches. Being a preparation of the best parts of lobster combined in the form of a moist paste, it offers you a sandwich filling of delicious flavor. It is also splendid for croquettes.

LOBSTER in TIMBALES

1 can Davis Lobster Chopped Parsley 1 Egg Butter Bread Crumbs
White Sauce Onion Juice Salt Pepper Mustard

Make a white sauce, season with salt, pepper (onion juice and mustard if desired) and chopped parsley. Add lobster meat chopped coarsely, and cook two or three minutes. Fill the timbales or croustades with this mixture, brush over with beaten egg, cover with bread crumbs, put little lumps of butter on the top and bake in quick oven.

LOBSTER CANAPES

1 can Davis Lobster Few drops Worcestershire Sauce Few grains Cayenne
2 tbsp. Butter 6 Olives chopped fine 1 tbsp. Mustard

Cut bread into one-fourth-inch slices; shape with doughnut cutter. Cream the butter, add one cup finely chopped lobster meat, the mustard, Worcestershire sauce, cayenne and olives finely chopped. Saute bread in butter, spread with above mixture, garnish and serve on lettuce leaves.

LOBSTER BOUCHÉES

2 tbsp. Butter 1 tbsp. Flour ¾ cup Milk 1 ½ cups Davis Lobster
½ cup Mushrooms Salt 1 Egg ¼ tsp. Worcestershire Sauce

Melt one tablespoon butter and add flour. Add milk slowly, stirring until smooth, and bring to boiling point. Add Davis Lobster cut in small pieces, and mushrooms which have been sliced and browned in this remaining tablespoon of butter. Add egg, slightly beaten and the seasonings. Serve in cases made by baking pastry in patty pans. Time in combining, 15 minutes. Time in cooking, 8 minutes. Recipe makes six servings.

TUNNY FISH SAVORY

1 No. ½ can Davis Tunny 1 small can Pimientos 2 tbsp. Butter Salt, Pepper
1 pint Milk 1 small Green Pepper 2 tbsp. Flour Paprika

Blend the butter and flour well together in a saucepan over the fire, then add the milk and stir until smooth; then add the pimientos and green pepper cut fine, and cook for three minutes, stirring all the time. Put in the tunny fish and the seasonings, and when thoroughly hot serve on squares of toast.

CREAMED TUNNY

1 can Davis Tunny Butter, small piece 1 tbsp. Flour 1 cup Milk Salt Pepper

Put the contents of one can of Davis Tunny Fish in a pan over the fire, pour over it a cup of milk, add a little butter, salt and pepper to taste, minced all together. When it comes to a boil, thicken with a tablespoonful of flour wet up in milk. Serve hot.

TUNNY a la NAPOLI

1 No. 1 can Davis Tunny 1 pt. Tomato Juice 1 heaping tbsp. Butter Lettuce
1 heaping tbsp. Flour Salt and Pepper

For one large can of Davis Tunny, cook together the butter and flour, then add the tomato juice, cooking till it forms a smooth sauce. Season well with salt and pepper. Add tunny, breaking it up with a fork. Put in oven to get hot, and serve on lettuce, cut fine.

TUNNY SALAD

1 can Davis Tunny Fish Lettuce Leaves Tart Salad Dressing Celery

This makes a fine salad, resembling chicken in appearance and flavor. Take the can of tunny, breaking the fish apart with a fork but do not chop. Add a liberal quantity of coarsely chopped celery. Cover liberally with a rather tart salad dressing and serve on crisp lettuce leaves. Garnish with radishes and asparagus if you wish. Chill thoroughly.

TUNNY CUTLETS

1 cup Davis Tunny Fish 1 cup Hot Mashed Potatoes Salt and Pepper Deep Fat
1 Egg, well-beaten 1 tsp. Water Bread Crumbs Lemon sliced

Add to one cup of Tunny Fish picked into fine shreds the cup of hot mashed potatoes with salt and pepper to season. Then add the water and well-beaten egg. Stir well together, mould and roll in a beaten egg and finely rolled bread crumbs. Fry in deep fat and serve with slices of lemon.

TUNNY CLUB SANDWICH

Toast three slices of bread on one side. On one slice place a curly crisp lettuce leaf and cover with dressing, put on second slice of toast more lettuce, dressing, slices or flakes of tunny. Third slice of toast topped with three slices broiled bacon and thinly sliced pickles. Decorate with parsley.

TUNNY IN TOMATO CUPS

1 can Davis Tunny Fish Large, firm Tomatoes Mayonnaise Lettuce

Select large firm tomatoes and, after peeling them, scoop out a part of the pulp, leaving a cavity which should be filled with the tunny fish picked apart in small pieces. Add mayonnaise and chill all thoroughly before serving. Garnish the fish with lettuce.

TUNNY FISH BALLS

1 can Davis Tunny Fish 3 cups boiled or steamed Rice Cracker or Bread Crumbs
1 Egg Parsley Salt, Pepper and Celery Salt to season

Shred the contents of a can of Tunny Fish and mix with it three cupfuls of boiled or steamed rice, add salt, pepper and celery salt to taste, and one well-beaten egg. Form the mixture into neat balls or croquettes, dip them in flour, brush over with beaten egg and toss in cracker or bread crumbs, and fry in smoking hot fat to a golden color. Drain and serve hot, garnished with parsley.

TUNNY FISH IN RAMEKINS

2 cupfuls flaked Davis Tunny Fish Parmesan Cheese ½ cupful Cream 4 Eggs
3 tbsp. Butter Juice 1 Lemon salt Pepper

Hard cook two of the eggs; remove the yolks and cream with the butter till smooth. Then add in the following order the lemon-juice, salt, pepper, fish, chopped egg-white, cream; and two beaten eggs. Mix well and turn into butter ramekins. Cover with Parmesan cheese and bake till brown.

Little Neck Clams

ICED CLAMS

Davis Little Neck Clams — Slices of Lemon or Lemon and Catsup or Horseradish
Cracked Ice — Tabasco Sauce and Salt

Serve half a dozen clams chilled and surrounded by cracked ice. Garnish with a slice of lemon and provide tabasco sauce and salt or lemon and catsup, or horseradish.

CREAMED LITTLE NECK CLAMS WITH MUSHROOMS

12-15 Davis Little Neck Clams — ½ cup Little Neck Clam Juice — 1 cup Milk
1 tbsp. Butter — 1 tbsp. Flour — 1 cup Button Mushrooms

Melt the butter in a chafing dish or double-boiler. Add the flour—stir until smooth—pour in gradually the milk and clam juice. When it boils add 12 or 15 Little Neck Clams and the cup of Button Mushrooms. Stir until good and hot. Serve on toasted bread or crackers.

CLAM COCKTAILS

5 Davis Little Neck Clams for each cocktail — Cocktail Sauce

Have the clams very cold. Put five in each cocktail glass, and just before sending to the table, cover with a good cocktail sauce made in the following way:

COCKTAIL SAUCE

Mix together 1 tablespoonful lemon juice, five drops tabasco sauce, 1 tablespoonful tomato catsup, 1 teaspoonful grated horseradish, ½ teaspoonful Worcestershire sauce, and salt to taste. This quantity will make three cocktails.

Ready Mixed Clam Cakes

BAKED SAVORY CLAMS

1 can Davis Clam Cakes — 1 tbsp. Minced Green Pepper — 1 cup Canned Corn
½ cup Milk — 1 tsp. Minced Onion — 2-3 tbsp. Diced Bacon

Fry the bacon until beginning to brown. Add pepper and onion. Cover and cook slowly for three minutes. Add clams, corn and milk, and mix. Season with salt if necessary. Pour into a greased baking dish, cover with one-third cup of buttered bread crumbs and bake 25 minutes in a moderate oven—350°. Serves five. The corn may be omitted if desired.

CLAM SOUFFLE

1 can Davis Clam Cakes — 2 tbsp. Cracker or fine Bread Crumbs — Salt
½ cup scalded Milk — 1 tbsp. Butter — 2 Eggs

Mash the Clam Cakes until very smooth, add egg yolks, milk and salt and mix thoroughly. Fold in the stiffly beaten egg whites. Butter a baking dish about two inches deep, sprinkle with the crumbs and pour in the clam mixture. Bake in a moderate oven—350°—for 25 minutes. Serve at once. Serves four or five.

Clam Cakes

SALT CODFISH

How to freshen Salt Cod. Codfish freshens very readily. Two to twelve hours would be sufficient for any purpose. For many recipes previous freshening is not necessary.

CREAMED CODFISH

Salt Codfish Pepper Milk 1 tbsp. Butter 1 tbsp. Flour 1 Egg

Strip the cod into small pieces. Place in cold water and let it come to a boil. Drain off the water and add a pint or more of milk to the fish, according to the amount of cod used. Boil slowly for fifteen minutes, then add the butter, a dash of pepper, and a thickening of the flour in enough cold water to make a cream. Stir well and cook about five minutes longer. Add the egg, well-beaten.

PINK HASH

¾ cup cooked Codfish 1 cup cooked Potatoes ¼ cup cooked Beets
Spoonful Pork Fat and Scraps

These are the "left-overs" of the "Old-Fashioned Codfish Dinner." Chop the codfish, potatoes and beets together. Heat the pork fat and scraps in frying pan; press the hash firmly together and fry a good brown on each side. Serve pickles or chili sauce with it.

BROILED SALT COD

Salt Codfish Butter

After being freshened, strip the codfish into long flakes, which should then be broiled over hot coals. Spread with butter and serve at once.

OLD-FASHIONED CODFISH DINNER

Salt Codfish Pork Scraps or White Sauce Boiled Potatoes Beets

Strip the fish into small pieces or flakes. Put in a saucepan and more than cover with cold water. Let it come just to a boil and then turn off the water. Again cover with cold water and let come to a boil. Much boiling will make the fish tough. If pork scraps are served with the codfish, they are made by cutting salt pork into tiny dice and frying until crisp, using both the scraps and the fat served hot from the gravy bowl. Or if preferred, White Sauce may be used instead of the pork scraps. With this dinner boiled potatoes and beets should always be served. Boiled onions also make a desirable addition.

FRIDAY CHOWDER

½ lb. Davis Salt Codfish 1 qt. Milk 1 tbsp. Parsley Salt to taste 4 Onions
3 Potatoes ½ tbsp. Butter Pepper

Soak the codfish in the cold water over night or for several hours, and drain. Peel and cut the onions into thin slices, put them in a large saucepan, adding just enough boiling salted water to cover, and simmer gently until half done—about fifteen minutes. Add the potatoes, cut in small cubes, and enough more boiling water to cover them; cook ten minutes. Add the flaked fish, and cook all for ten minutes. Add the butter, milk, parsley, and pepper, and cook five minutes longer. Additional salt is added here, if necessary. Serve with plain crackers, or large soda crackers may be lightly buttered, sprinkled with grated cheese and toasted in a hot oven.

CODFISH SOUFFLE

1 cup Davis Codfish Fluff 2 cups Mashed Potatoes ¼ cup Butter ½ cup Milk
2 Eggs Dash of Pepper

Freshen the Codfish Fluff by just placing in water a few moments and squeezing dry. Heat milk and butter in a large saucepan; stir in the fish and mashed potatoes and beat thoroughly, like cake. Separate the eggs; beat the whites stiff, in a bowl, add the yolks and beat a minute longer. Stir the eggs quickly and lightly into the other mixture and turn at once into a baking dish, sprinkling a dash of pepper in just before turning into the baking dish. Bake in hot oven half an hour. Serve at once when done. Should be light and fluffy.

CODFISH FLUFF

This is preferred by many for preparing such dishes as codfish cakes or balls, baked, scalloped and creamed codfish by the various methods, as it is ready for use without previous freshening, except a minute or two in cold water.

CODFISH BALLS—Gloucester Style

1 pint Salt Codfish 1 quart Mashed Potatoes Pepper and Salt 1 Egg Yolk
Butter Crumbs

Pick the steak-like pieces of codfish apart until you have a pint of the small pieces. Let simmer slowly for ten minutes—don't boil it, then drain. With a fork whip the fish and potatoes together until smooth; season with the butter, pepper and salt; add the well-beaten egg yolk, and form into cakes. Roll in crumbs and fry in deep fat until they are a rich brown. Fried eggs are a suitable accompanying dish.

BAKED FRESH CODFISH

2 cups Davis Fresh Codfish — 1 cup lightly mashed Potatoes — ½ cup Butter
2 rolled Crackers — ¼ cup grated Cheese — 3 cups Milk — 2 Eggs

Mix all together excepting the cheese and put in a casserole or baking dish. Beat one egg light, add a little milk and rolled cracker crumbs. Spread over the fish-and-potato mixture and put on the grated cheese. Bake about a half hour in a steady oven.

CODFISH SALAD

1 can Davis Fresh Codfish — 1 hard-boiled Egg — Boiled Beet, sliced — Mayonnaise
Lettuce Leaves

Break into pieces the contents of the can of Fresh Codfish, taking care not to have it too fine. Mix the fish with sufficient mayonnaise to moisten and heap into a mound in a salad dish. Arrange a border of crisp lettuce leaves around the fish, and pour several spoonfuls of mayonnaise over the fish. Take the hard-boiled egg and cut into slices, also a few slices of boiled beet. The beet will be more attractive if cut into fancy shapes. Serve chilled.

CODFISH CAKES—Ready Mixed

All ready to pat into cakes and fry. Ready in a jiffy. A can will serve three or four people.

COD and HADDOCK ROE CROQUETTES

1 can Davis Cod and Haddock Roe — 2 tbsp. Flour — 1 tbsp. Cream — Lemon Juice
Crumbs — 2 tbsp. Butter — 2 tbsp. Milk — Salt, Cayenne — 1 Egg, beaten — Hot Fat

Break the tiny eggs apart with a fork. Have ready a rich cream sauce, made from the butter, flour, milk and cream. Season with salt, cayenne and lemon juice. Add the prepared roes and let the whole mixture boil up a moment. Stir in a beaten egg and turn into a shallow dish to cool. When perfectly cold, form into oval balls about the size of a walnut. Egg and crumb and fry in smoking hot fat to a delicate brown. Drain on soft paper and serve with cucumber or sauce tartare.

DAWSON'S SUGGESTION

Fry the larger pieces and strain out the small pieces and loose roe, and use them with scrambled eggs. This makes an excellent dish. In the case of a small family the larger pieces are enough for one breakfast and the balance with eggs serves as a second breakfast.

MACKEREL

Fresh Mackerel

FRIED MACKEREL

Fry just as you would any pan fish except that being already cooked it only requires browning on both sides.

MACKEREL a la DUVALL

1 can Davis Fresh Mackerel **Salt and Pepper** **Grated American Cheese**
Cream Sauce **Bread Crumbs**

Empty a can of Davis Fresh Mackerel in a copper baking dish, dusting with salt and pepper. Make a cream sauce (one large tablespoonful butter melted, one small tablespoonful flour blended, one-half pint cream. As soon as it thickens it is seasoned with salt and pepper) and pour over the fish—then grated American Cheese, then bread crumbs, then more cheese. Bake in a quick oven for twenty minutes—serve with country sausage, hot biscuits and coffee.

For luncheon—Serve cold just as taken from the can, with lemon slices for garnish.

For breakfast—Heat in the can and serve hot with potatoes and muffins.

Mackerel Roe

BAKED MACKEREL ROE

1 can Davis Mackerel Roe **Pepper and Salt** **Flour** **Soft Butter**

Drop the roe into salted boiling water and let it boil five minutes, but not rapidly. Drain and lay it on a buttered tin plate. Dredge the roe well with pepper and salt, spread soft butter over it, and lastly dredge plentifully with flour. Bake in the oven thirty minutes, during which time baste frequently with salt, pepper, water and butter, always dredging with flour after each basting.

MACKEREL ROE SALAD

1 can Davis Mackerel Roe **Lettuce or Watercress** **Sliced Lemon** **Parsley**
French or Mayonnaise Dressing

Cut the roe into small pieces. Line a dish with shredded lettuce or watercress and lay the roe on it. Serve with either French or Mayonnaise Dressing. Garnish with sliced lemon dipped in chopped parsley.

FRIED MACKEREL ROE

1 can Davis Mackerel Roe **Flour** **Hot Fat** **Salt, Pepper** **Egg** **Dried Bread Crumbs**

Remove from can carefully, roll in flour and fry quickly in hot fat or vegetable oil, or dip the roe into beaten egg, season with salt and pepper, roll in fine dried crumbs, dip in the egg again, and roll again in crumbs, then fry it, in deep fat. Serve with maitre d'hotel butter or sauce tartare.

BROILED MACKEREL ROE

1 can Davis Mackerel Roe **Vegetable Oil or Melted Butter**

After removing the roe from the can carefully, brush over with either vegetable oil or melted butter, and broil over a clear fire. Serve with maitre d'hotel butter, hot baked potatoes, crispy radishes, hot rolls and coffee.

SALT MACKEREL

Freshening Salt Mackerel:—Salt Mackerel must always be freshened before cooking. Tastes differ in regard to the degree of freshness required. Twenty-four to forty-eight hours may be allowed, according to personal taste. The fish should be put in a large amount of fresh water, meat side down, and if convenient, raised a few inches from the bottom of the vessel, that the salt may drop down away from the fish as fast as extracted. The water should be changed several times. For broiling or frying, the fish should be freshened somewhat more than for boiling, baking with cream or cooking in any way with milk, as milk is very efficient in covering up the salty flavor. To hasten the freshening process, it is sometimes desirable to cut out the bone of the fish or to make several gashes in the flesh.

TO MAKE BRINE FOR KEEPING SALT MACKEREL

Make a strong solution of salt and water by dissolving in water all the salt it will absorb. The brine should be strong enough to float a fish.

SAUCE FOR SALT MACKEREL BROILED

1 Cup Evaporated Milk Heaping Tsp. Horseradish Heavy dash Cayenne Pepper
Juice half a Lemon ½ tsp. Paprika Heaping tbsp. Butter or Oil may be substituted

Mix all together and bring to a boil. Pour over Broiled Mackerel.

SALT MACKEREL—Fried

1 Davis Salt Mackerel Butter Tomato Lemon Flour

Freshen the mackerel. Roll in flour and fry in the hot butter. Garnish with quarters of fresh tomatoes and lemon. Serve with hot biscuits.

FILLET OF MACKEREL—Salt

After freshening as above, these may be prepared by any of the recipes given for Salt Mackerel.

BROILED MACKEREL FILLETS

Right from the Fishing Boats to You

BOILED MACKEREL

Freshen as directed. Put it on to boil in cold water, with white potatoes, and boil gently for thirty minutes.

FRIED MACKEREL

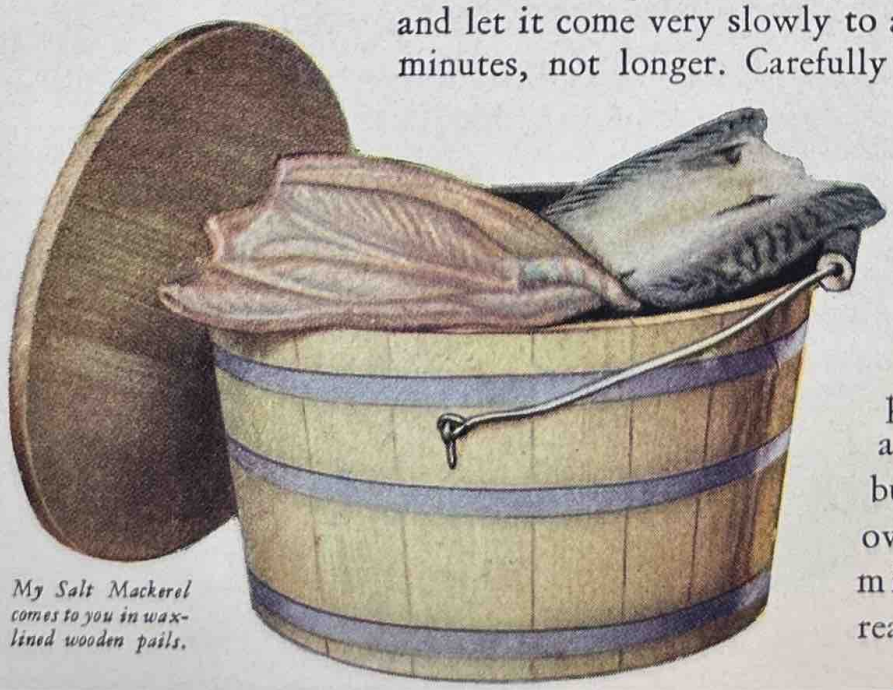
Davis Salt Mackerel 1 Egg Lemon Frying Fat 1 tbsp. Milk Cracker Crumbs Parsley

Freshen the mackerel as told on preceding page. Dry thoroughly with a cloth. Beat egg and milk slightly together. Brush mackerel with this, and roll in the cracker crumbs, shaking off all that do not readily adhere. Fry in butter or beef fat in fry pan. If preferred, cut the mackerel in four-inch sections (enough for one serving) before dipping in the egg and milk mixture. Then roll in the crumbs and fry in deep fat, which has first become piping hot. When thoroughly cooked and well-browned lay the fish on one or two thicknesses of brown paper and set in the oven two or three minutes. Then arrange on platter and garnish with lemon and parsley. Baked potatoes are best with this.

MACKEREL a la VAN NOTE

Davis Salt Mackerel Milk Butter

Freshen the fish as previously directed. Thoroughly dry and put skin side down in a large size frying-pan; cover with milk and let it come very slowly to a boil. Boil for two minutes, not longer. Carefully pour off milk and slide mackerel on to a well-buttered broiler. Put over fire and nicely brown the flesh side of the fish, then put on a platter. Spread with a liberal quantity of butter and put in oven for about five minutes, or until ready to serve.



My Salt Mackerel comes to you in wax-lined wooden pails.

Right from the Fishing Boats to You

BAKED MACKEREL

Davis Salt Mackerel **Small piece Butter** **1 pint Milk or Cream**

Freshen the fish, then lay in a baking pan or earthen dish. To the medium-sized mackerel, add the milk (or cream) and bake until milk is nearly gone, leaving simply a thin juice. Two minutes before serving add the butter. This with the milk makes a thin sauce to pour over the fish when it is on the platter. Serve with baked potatoes.

MACKEREL a la CREOLE

Davis Salt Mackerel **Black and Red Pepper** **One Large Onion** **Cream Gravy**
Piece of Butter

Thoroughly freshen the Mackerel. Place skin side down—season liberally with both the black and red pepper. Slice the onion and place on top with butter. Bake in oven until brown. Remove from pan to platter and make a rich cream gravy in the pan, then pour over the fish and serve.

BROILED MACKEREL

1 Davis Salt Mackerel **Parsley, Watercress** **Butter and Pepper** **Lemon**

Freshen the fish (*see page 15*). Then wipe it dry and lay it on the gridiron. First broil it to a nice brown on the flesh side, then turn and brown on the other side, which will not take as long. After broiling, cover lightly with butter and pepper to suit taste. Serve flesh side up, garnish with parsley, watercress and a bit of lemon.

The broiled mackerel may be served with white sauce. After the fish is broiled, some prefer to rinse quickly in boiling water before putting on the butter and garnish.

OYSTER STEW

1 can Davis Oysters 3 cups Milk Salt and Pepper large lump Butter

Heat nearly to boiling three cups of milk. Then turn in the contents of one can of oysters, juice included, add the salt and pepper to season, and a large lump of butter. Heat until it just boils and serve with small crackers.

GRILLED OYSTERS

1 can Davis Oysters large piece Butter Worcestershire Sauce Salt and Cayenne
Flour Parsley

Put the large piece of butter into a hot pan, and when it smokes drop in the oysters, a few at a time. When the oysters are browned, remove to a hot dish and pour over them a sauce made of the oyster liquor and melted butter thickened with flour. Season with the Worcestershire Sauce, salt and cayenne and serve on toast. Garnish with parsley.

FRIED OYSTERS

1 can Davis Oysters Salt and Pepper 1 tbsp. Milk Cracker or Bread Crumbs
1 Egg Lemon sliced

Drain and wipe the oysters dry, then roll in cracker or bread crumbs seasoned with salt and pepper, dip in egg beaten up with one tablespoonful of milk and roll again in crumbs. Fry quickly in hot fat, drain on paper as fast as taken up. Serve hot, garnished with slices of lemon.

SCALLOPED OYSTERS

1 can Davis Oysters ⅓ cup melted Butter Salt and Pepper to season
1 cup stale Bread Crumbs or Cracker Crumbs

Mix the crumbs and ⅓ of a cup of melted butter; add salt and pepper to season. Butter one or two very shallow dishes. Put in a single layer of oysters and cover with part of the prepared crumbs, then the second layer of oysters and remaining crumbs, two deep—no more. Wet with a little of the liquor. Dot generously with butter. When baked to a rich brown, the scallop should be moist, but not wet.

OYSTER COCKTAIL DRESSING

While the proportions of the ingredients used for the dressing vary somewhat according to individual preference, a good working formula allows to five tiny oysters a teaspoonful of tarragon vinegar, a tablespoonful of tomato catsup, a teaspoonful of lemon juice, four drops of tabasco sauce, and a pinch of salt. Mix all the seasonings thoroughly, add the oysters, fill into the glasses or fruit cups, and set in the ice-box to become thoroughly chilled and blended before serving. Chili sauce, grapefruit-juice or oyster liquid may be used in the sauce if desired.

CRABMEAT COCKTAIL

3 tbsp. Davis Crabmeat for each cocktail
6 tbsp. Mayonnaise
2 tbsp. Worcestershire Sauce
2 tbsp. A1 Sauce
Paprika

Use three tablespoons Davis Crabmeat for each cocktail to be served. Make a sauce by mixing six tablespoons mayonnaise, two tablespoons A1 Sauce and two tablespoons of Worcestershire sauce. Pour the desired quantity over each cocktail, and sprinkle with a little paprika.

CRABMEAT SANDWICHES

1 No. 1 can Davis Crabmeat
2 hard-boiled Eggs
Mayonnaise
Salt and Red Pepper
Celery

To one large can of Davis Crabmeat finely shredded, add the hard-boiled eggs rather coarsely chopped, finely cut celery, season with a little salt and red pepper, moisten with mayonnaise to right consistency for spreading between thinly sliced buttered bread or biscuits. Add chopped onion if desired.

DEVILLED CRABS

1 can Davis Crabmeat
1 cup fine Bread Crumbs
Yolks 2 hard-boiled Eggs
½ cup Milk
Pinch Mustard
Salt
Pinch Cayenne
¼ cup Melted Butter

One can of Davis Crabmeat finely shredded. Mix well with this the bread crumbs moistened with the milk, the yolks of the hard-boiled eggs rubbed through strainer, mustard, salt, pepper, and melted butter. Fill the timbales or small dishes with the mixture, sift very fine bread crumbs lightly on top, dot with butter. Brown quickly in hot oven, being careful they do not burn.

CRAB TOAST

1 can Davis Crabmeat
1 tsp. Chopped Celery
1 tsp. Flour
½ cup Cream
Salt and Pepper
Melted Butter

Put contents of one can of Davis Crabmeat in saucepan with melted butter, celery, flour, cream, salt and pepper to taste. Simmer until reduced to suitable consistency for spreading on thin slices of toast. Garnish with a few slices of olives on each slice.

CRABMEAT SALAD

1 tbsp. Minced Parsley
1 can Davis Crabmeat
Salt, Red Pepper
Lettuce
Celery
Salad Cream or Mayonnaise

To one can of Davis Crabmeat add finely cut celery to suit yourself, sprinkle with very little salt, dash of red pepper and one tablespoon of minced parsley, moisten well with salad cream or mayonnaise, and serve on lettuce leaves. Garnish with radishes and pimiento if you wish. See that it is thoroughly chilled before serving.

SALMON PATTIES

1 can Davis Salmon Quartered Lemon Salted Bread Crumbs Boiling Fat
Mashed Potatoes Flour Beaten Egg

Open a can of Davis Salmon, turn out with as little breaking as possible; take the largest pieces, roll in flour, drop in boiling fat and cook rapidly to a light brown; lay on a platter with lettuce leaves and a quartered lemon to squeeze over. Mix the fine pieces and liquid with mashed potatoes and make patty cakes, roll them in beaten egg, salted bread crumbs, and fry brown.

SALMON LOAF

1 can Davis Salmon ¼ cup Bread Crumbs from inside loaf ½ cup Milk 1 Egg
Salt

Free the salmon from the skin and bone, and break into fine pieces, using a silver fork. Cook the bread with the milk until a smooth paste-like consistency. Add the seasoning, salmon and beaten egg and when mixed pour in well-buttered individual moulds or one large one. Set the moulds in a pan of hot water and bake. This makes an excellent tea or luncheon dish and can be served hot or cold as preferred.

SALMON en CASSEROLE

1 can Davis Salmon 1 tbsp. Butter 1 cup Rice ⅓ cup Milk Pinch Salt
2 Eggs Dash Paprika

Cook the rice; when cold, line baking dish. Take the Salmon from the can and flake; beat two eggs; add the milk, butter, salt and paprika. Stir into the salmon lightly, cover with rice. Steam one hour. Serve with white sauce.

SALMON MOULDED

1 can Davis Salmon Boiled Salad Dressing 1 tsp. Granulated Gelatine

Make a boiled salad dressing. Soak one teaspoonful granulated gelatine in cold water to cover and add it to the salad dressing mixture when it is done. Then stir in, one can salmon scalded. Pour into mould and when stiff and cold serve with the following sauce.

SAUCE for SALMON MOULD

1 cup heavy Cream Few grains Cayenne Salt 3 tbsp. Vinegar
1 medium-sized Cucumber

Beat the cream until stiff, slowly add the salt, pepper and vinegar. Just before serving combine with the cucumber, pared, chopped and drained.

COLD SALMON

Salmon may be served cold, just as taken from the can, which shall have been previously set on the ice a few hours. Open the can on side near top, so it will not break apart. Serve with either mayonnaise, tartar sauce, lemon juice or vinegar. Suitable accessories are peas or string beans or asparagus tips, and mashed potatoes.

SALMON SALAD

1 can Davis Salmon Mayonnaise Lettuce Peas Lemon Slices

Take salmon from the can in large pieces, drain from fat, and arrange in a pyramid in the middle of a round platter, and about it set single leaves of lettuce shaped like cups, each one holding a spoonful of peas mixed with mayonnaise. Garnish the salmon with lemon slices.

BOILED SALMON

1 can Davis Salmon Peas White Sauce or Bearnaise or Hollandaise Mashed Potatoes

Before opening the can heat it by setting in a saucepan of boiling water ten or fifteen minutes. Serve with white sauce, or bearnaise or Hollandaise, peas and mashed potatoes.

SALMON SOUFFLE

1 can Davis Salmon Salt and Paprika ½ cup stale Bread Crumbs 3 Eggs
½ cup Milk Lemon Juice

Separate a can of salmon into flakes, season with salt, paprika and lemon juice. Cook the bread crumbs in the milk ten minutes and add to salmon; then add the yolks of three eggs, beaten until thick and lemon-colored, and cut and fold in the whites beaten stiff and dry. Turn into a buttered baking dish and bake until firm.

SALMON a la CREOLE

1 can Davis Salmon 1 tomato (½ cup canned tomatoes) 1 Minced Onion
1 Green Pepper 2 tbsp. Butter 1 cup Milk

Cook in two heaping tablespoonfuls of butter, the chopped green pepper, minced onion and chopped tomato (or one-half cup of canned tomatoes) add one cup of milk. Stir until pepper and onion are soft. Add one can of salmon, drained and minced. Serve hot.

SALMON WITH PEAS

1 can Davis Salmon Peas White Sauce

Heat the can of salmon in boiling water twenty minutes. Open the can on the side near the top and turn the fish carefully onto the platter from which it is to be served. Surround the salmon with peas, which have been heated and seasoned. Serve with white sauce if you wish.

SHRIMP

Shrimps may be prepared by most of the recipes given for lobster, page 4; or crabmeat, page 19. Peas should be served with most shrimp dishes, especially those made with white sauce. Shrimps should be always rinsed as soon as taken from the can. Split down the back and remove black streak. Do not retain the juice.

SHRIMP FRICASSEE

2 cans Davis Shrimps **½ tsp. Lemon Juice** **Worcestershire Sauce** **Cream**
Cream Sauce **1 Egg Yolk** **Toast**

Rinse Shrimps thoroughly in cold water. Prepare a cream sauce to which should be added a shake or so of cayenne. Stir this until boiling hot and smooth, then add the shrimps broken in small pieces and a few drops of Worcestershire Sauce. Remove from the fire and stir in the well-beaten egg yolk and several spoonfuls of cream. Add the lemon juice, and serve on triangles of buttered toast, garnished.

FRIED SHRIMP

1 can Davis Shrimps **Salt and Pepper** **Egg** **Cracker Crumbs**

Drain the Shrimps, split them down the back and remove the dark streak. Salt and pepper to taste. Dip in the beaten egg, roll in cracker crumbs, fry in hot lard quickly. Serve at once.

SHRIMP a la NEWBURG

1 can Davis Shrimps **1 tbsp. Lemon Juice** **1 tbsp. Flour** **1½ cups Milk**
1 Egg, beaten **2 tbsp. Butter** **Salt** **Paprika**

Cut the Shrimps into small pieces, heat in the butter, with salt and a shake of paprika to taste. Add the lemon juice. Remove the shrimps from the pan, and make a white sauce by adding the flour and milk in the pan. When slightly thickened, add the beaten egg, return the shrimps to the mixture, and cook one minute.

SHRIMP WIGGLE

2 cans Davis Shrimps **2 cups White Sauce** **1 can Peas** **Toast**

Stir the Shrimps into the white sauce. When hot, turn the creamed shrimps over the buttered toast, six or more slices, arranged on a large plate. Sprinkle over all, the peas previously heated and seasoned. Or arrange the slices of toast and shrimp around the edge of a platter and have the peas in a mound in the center.

SHRIMP OMELET

1 can Davis Shrimps **1 Egg, beaten** **Salt and Pepper to taste**

Cook Shrimps in boiling water about ten minutes. Peel and remove the dark streak down the back by cutting them open with a sharp knife. Put the shrimps through an ordinary meat grinder, salt and season to taste. Mix with the beaten egg and serve as an omelet.

SHRIMP PATTIES

1 can Davis Shrimps — ½ pt. Milk and Water (½ each) — 1 tsp. Anchovy Sauce
1 oz. Butter — 1 doz. patty cases — 1 oz. Flour — 1 tbsp. Cream

Clean Shrimps. Put them in sauce-pan with milk and water, and stew; when the flavor is all extracted, which will take but a few minutes, strain off liquor, blend flour and butter to a froth—then add liquor, boil up once, stir in the anchovy sauce, cream and shrimps. Let come to boiling point (but do not let boil). When cold fill the patty-shells. They may be served at luncheon. Lemon points may be served with them.

SHRIMP FRITTERS

1 can Davis Shrimps — ¼ cup Milk — 1 tbsp. Butter — Hot Fat — Bread Crumbs
3 Eggs — Pinch Salt

To the three well-beaten eggs add a pinch of salt, ¼ cupful of milk, a tablespoonful of butter (melted) and a can of chopped shrimps and bread crumbs to make a stiff batter. Drop the mixture by the spoonful into boiling hot fat. Fry to a light brown, drain on heavy paper and serve with any good fish sauce poured over them.

SHRIMP BALLS

1 can Davis Shrimps — ½ cup fresh Bread Crumbs — ½ cup Tomatoes — 1 Egg
Salt — Pepper

Chop fine one can of Shrimps. Add ½ cup bread crumbs, ½ cup tomatoes, ½ teaspoonful salt, ¼ teaspoonful pepper, and an egg. Roll into balls and fry in 1 tablespoonful butter. Add ½ teaspoonful browned flour, and 5 or 6 tomatoes, ¼ teaspoonful minced onion, and ¼ teaspoonful minced parsley; cook for about half an hour.

SHRIMP SALAD

1 can Davis Shrimps
Chopped Celery

Lettuce, Capers
Salad Dressing

Rinse and chill the shrimps, place five or six whole or cut in halves on each crisp lettuce leaf, mixing in a little chopped celery. Crown salad with a salad dressing. Garnish with capers.

CHOCOLATE JELLY

⅔ cup Davis Sea Moss 3 cups Cold Water ⅓ cup Hot Water ½ cup Sugar
4 tbsp. Cocoa

Wash Sea Moss well, measuring after washing, pressing down firmly in cup. Put in pan with cold water and boil fast for five minutes or until the Sea Moss is partly dissolved and liquid quite thick—strain through cheese cloth. Mix sugar, cocoa and hot water, add strained sea moss, put over fire and boil for a second or so, so it will mix well. Pour into moulds which have been wet in cold water, set in a cool place for one-half hour. Will keep a number of days without getting tough.

SEA MOSS BLANC MANGE

⅓ cup Davis Sea Moss 4 cups Milk 1 tbsp. Sugar Salt Flavoring

Thoroughly wash the Sea Moss (press down solid to measure) place in double boiler with the milk and sugar, and cook until quite or nearly dissolved. Strain through fine sieve or cheese cloth, and add the salt, and any flavoring you prefer—lemon, vanilla, coffee, chocolate or any fruit juice or pulp. Turn into wet moulds and chill. Serve with sugar and cream.

SEA BREEZE PUDDING

4 tbsp. Davis Sea Moss 1 qt. Milk 1 Egg White 1 Egg Yolk ¼ cup Sugar
Salt 1 tsp. vanilla

Wash the Sea Moss. Cook in milk in double boiler for twenty-five minutes. Just before removing from the fire add the egg yolk creamed with the sugar and salt. Strain and add the beaten egg white and vanilla. Heap in a glass dish.

FOR COUGHS AND COLDS

Davis Sea Moss Sugar Lemon Juice

Place a little Sea Moss in cold water and set on back of stove until somewhat glutinous or syrupy and strain, adding a little sugar and lemon juice. A spoonful or more, occasionally, will be found very soothing to the throat.

GLOUCESTER POTATOES

6 Potatoes 2 cups Davis Finnan Haddie 2 tbsp. Butter Milk Salt

Bake potatoes. While hot cut a slice from the top of each and remove inside. Put through ricer, add Davis Finnan Haddie, butter, salt, and enough milk to make of the consistency of mashed potato. Beat until light and refill shells with the mixture. Put a bit of butter on the top of each, sprinkle with paprika, and heat thoroughly in the oven.

Time in combining, 15 minutes. Time in cooking, 45 minutes and 15 minutes. Recipe serves six.

FRESH HALIBUT CREAMED ON TOAST

2 cups Davis Fresh Halibut 1 tbsp. Butter 1 tsp. Flour (heaping) 1 cup Milk
1 Egg, Hard-boiled Toast 1 cup Cream

Flake the fish, cover with cold water and bring to a simmer, then drain. Blend together the butter and flour and stir into it the heated milk and cream and fish. Cook slowly until thickened, add the hard-boiled egg chopped fine, and turn on strips of the toast arranged on a hot platter.

ESCALLOPED HALIBUT WITH PEAS

Davis Fresh Halibut Fresh Peas Bread Crumbs Cream Sauce
Chopped Parsley or Chopped Onion

Butter a medium sized baking dish, spread with a layer of the buttered bread crumbs. Cover with a layer of the halibut, arranging them around the edges of the dish so as to keep a hollow in the center. Sprinkle with the chopped parsley or chopped onion, and cover with cream sauce. Repeat until the dish is full except the hollow in the center, and bake about fifteen or twenty minutes in a moderate oven. Fill the center with the peas, which have been cooked and creamed, and serve while hot in dish in which it was baked.

CREAMED SMOKED HALIBUT

1 jar Davis Sliced Halibut White Sauce Toast

Prepare the white sauce as follows: Put two tablespoonfuls butter into a saucepan and melt without letting it brown; add two tablespoonfuls of dry flour, mixing well. Stir in one pint of milk a little at a time and cook, stirring rapidly until it thickens. Season with pepper. If carefully made it will not need to be strained. Add the halibut and serve on toast.

FINNAN HADDIE

This is to be heated in the can either by immersing unopened in boiling water or by opening and heating in a double boiler. Always serve with potatoes in some form, and hot bread of some kind if possible.

CREAMED FINNAN HADDIE

1 tbsp. Flour 1½ cups Hot Milk
Salt 1 cup Davis Finnan Haddie
2 tbsp. Butter Pepper

Mix pepper with flour in a saucepan with the butter and cook until smooth. Add the hot milk and haddie and cook five minutes. Cover with grated cheese, if desired. Salt to taste.

Sauces and Dressings for Fish

DRAWN BUTTER SAUCE

2 rounding tbsp. Butter 1 cup Water or Meat or Fish Broth 1 rounding tbsp. Flour

Blend one of the tablespoons of butter with the flour. Cook together, stirring all the time. Then add the water, or meat or fish broth if you have that, and stir until the mixture comes to a boil. Just before serving add the remaining tablespoon of butter, cut in bits.

ANCHOVY SAUCE

2 tbsp. Butter 1 tsp. Anchovy Paste ½ pt. Boiling Water Salt
2 tbsp. Flour 1 tbsp. Lemon Juice

Blend together the butter and flour, add the Anchovy Paste, and stir in slowly the boiling water. Boil a minute and add the salt and lemon juice.

WHITE SAUCE

1 rounding tbsp. Butter 1 cup Milk 1 rounding tbsp. Flour

Melt the butter, without browning. Add the flour. Cook together a few minutes stirring constantly. Add the milk and stir until the mixture comes to a boil. Will be smooth and thick and will not need straining.

EGG SAUCE

White Sauce Hard-boiled Eggs

Make a white sauce, then add sliced, chopped or grated hard-boiled eggs to get the desired effect.

MAITRE d'HOTEL BUTTER

1 rounding tbsp. Butter 1 tsp. Chopped Parsley 1 tbsp. Lemon Juice Salt and Pepper

Cream the butter, add a little salt and pepper, the parsley and lastly the lemon juice.

TARTAR SAUCE

Mayonnaise Chopped Parsley Sour Pickles Whipped Cream Olives Capers

To any good mayonnaise, or salad dressing, add chopped parsley, sour pickles, olives, and capers (any or all of these) stir in one-third volume of whipped cream. Serve on small dishes.

SALAD DRESSING WITHOUT OIL

4 tbsp. Butter 1 tbsp. Flour 1 tbsp. Sugar Speck of Cayenne 1 tsp. Mustard
3 Eggs Salt 1 cup Milk ½ cup Vinegar

Melt butter in double boiler, add flour and stir until smooth. Add milk and let come to a boil. Beat the eggs, salt, pepper, sugar and mustard together. Then add the vinegar. Stir this into the boiling mixture until thick and smooth. Bottle for future use. Stir in fresh cream just before using for salad. The whole recipe will take one-third to one-half cup cream.

SALT HERRING

Freshen and prepare by the same recipe as salt mackerel, page 15.

KIPPERED HERRING

These are to be heated in the can either by immersing unopened in boiling water or by opening and heating in a double boiler. Always serve with potatoes in some form and hot bread of some kind if possible. Serve Kippered Mackerel as you would Kippered Herring.

KIPPERED HERRING SALAD

1 Can Davis Kippered Herring 1 cup boiled Potatoes 1 hard-boiled Egg Lettuce
Salt Mayonnaise 1 tsp. Chopped Parsley 1 small Onion 1 tsp. Capers
⅛ tsp. Pepper

Flake the herring in small pieces. Cut potatoes in cubes; put them into a bowl with the parsley, onion, capers, salt and pepper. Add the fish and mix with sufficient mayonnaise to hold the ingredients together. Serve on the crisp lettuce leaves. Garnish with the mayonnaise and slices of egg. Sprinkle with paprika. This makes six servings.

KIPPERED HERRING and SCRAMBLED EGGS

1 can Davis Kippered Herring 2 tbsp. Butter Pepper Paprika
4 Eggs Toast

Flake the herring into small pieces and fry in butter for three minutes. Drop the egg on the fish and stir until well mixed and eggs are done. Sprinkle with the pepper and paprika. Serve with the buttered toast.

Boneless Herring

CLUB SANDWICH A LA DAVIS

Davis Boneless Herring Olive Oil Mayonnaise Dressing Lettuce Leaves Vinegar
Tomato, Sliced Toast

After preparing three or four choice lettuce leaves, place them in olive oil and vinegar. Toast a sufficient quantity of boneless herring which have previously had boiling water poured over them. Place the herring and lettuce and a slice of tomato, with mayonnaise dressing, between slices of well-browned toast, and you have a most tasty sandwich.

BONELESS HERRING AS A RELISH

To serve these Davis Boneless Herrings, simply take from the jar and arrange attractively on a small dish. They may be served plain as a relish, with bread or crackers, with bread and milk, or with milk toast for luncheon.

CAVIAR BUTTER SANDWICHES

1 can Davis Caviar 1 tsp. Lemon Juice ¼ tsp. Paprika 2 tbsp. Butter

Take a can of Caviar, one teaspoonful lemon juice, one-quarter teaspoonful paprika; cream two tablespoonfuls fresh butter and add the above mixture; thoroughly incorporate; then spread on bread and make as any sandwiches, cutting into small diamonds.

ANCHOVIES

As an hors d'oeuvre, these fill their own particular niche in any formal dinner.

Anchovy Paste

ANCHOVIED EGGS a la "DOWER HOUSE"

White Sauce ½ can Anchovy Paste 5 or 6 Eggs Grated Cheese Paprika

To make white sauce—blend one tbsp. flour with one tbsp. melted butter in a saucepan, add one cup rich milk, and bring to boil, stirring to prevent burning when the sauce thickens. Blend the Anchovy Paste with the white sauce. Turn into a casserole or baking dish. Drop the eggs carefully on top so as not to break yolks, sprinkle lightly with grated cheese or a little paprika. Brown in hot oven until the eggs "set"—about five minutes.

FISH CHOWDER—Canned

1 can Davis Fish Chowder 1 pint Milk Pepper and Salt Butter A few Crackers

Empty the contents of a can of Davis Fish Chowder into a stew pan, add pint of milk, a few crackers, split, small piece of butter, pepper and salt to taste. Just place over fire until it boils, when it is ready to serve.

DAVIS CRAB CHOWDER

1 tbsp. Chopped Onion 1 cup Diced Potatoes 1 cup Davis Crabmeat 1 tbsp. Flour
2 tbsp. Butter 2 cups Water 2 cups Milk Salt
Paprika

Cook onion in one tablespoon butter until light brown. Add water and potato and cook until potato is tender. Add Davis Crabmeat and milk and bring to boiling point. Cream the flour with the remaining tablespoon of butter. Add to the chowder, and stir until thickened. Add salt and pepper.

Recipe serves six.

NORWEGIAN FISH BALLS

1 small can Davis Norwegian Fish Balls 1 cup Bread or Cracker Crumbs 1 Egg
Slices of Pickle for Garnish Deep Fat Serve with French Fried Potatoes

One small can of Davis Norwegian style Fish Balls. Wipe fish balls on a dry towel to remove any moisture. Break the egg and beat slightly. Roll fish balls first in egg and then in the bread or cracker crumbs. Fry in deep fat until well-browned and then drain on brown paper. Arrange on platter with French Fried Potatoes and garnish with slices of pickle.

SARDINE SANDWICH

1 can Davis Sardines Lemon Juice Lettuce Paprika Toast

Cut off tail, split and remove the bone from each sardine. Let the cleaned sardines stand in the lemon juice for one-half hour. Drain thoroughly and spread on toast between fresh lettuce leaves, with a shake of paprika. One small box will make six sandwiches.

SARDINE and SHRIMP SALAD

1 can Davis Shrimps 1 can Davis Sardines Tarragon Vinegar French Dressing
Asparagus Tips Lettuce Cucumber Tomatoes

Take equal parts of shrimps and sardines, marinate separately in a little Tarragon vinegar. Line salad bowl with lettuce and fill with alternating layers of cold asparagus tips, sardines cut in dice, the thinly sliced cucumber and tomatoes, then one layer of shrimp, divided in sections if desired. Serve with the French Dressing.

STUFFED SARDINES

1 can Davis Boneless Sardines Parmesan Cheese Sliced Lemon

Remove Sardines from can. Open each sardine and fill with the Parmesan Cheese, press together and serve with sliced lemon.

SARDINE CANAPES

1 can Davis Sardines 6 Eggs, hard-boiled Chopped Green Peppers or Parsley
Worcestershire Sauce Brown Bread Lemon Juice Lettuce

Cut the bread in circles, spread with butter and heat in oven. Pound sardines to a paste, add an equal amount of finely-chopped hard-boiled eggs, season with the lemon juice and Worcestershire sauce. Spread mixture on the bread. Garnish each canape in the center with a circle of hard-cooked white of egg capped with a teaspoonful of the hard-cooked yolk, encircling with the chopped green peppers or parsley, as preferred. Serve the Canapes on the lettuce leaves.

SARDINES

To serve Sardines:—Open the can and either set in a sardine dish, serving directly from the can, or lift out the fish carefully and arrange neatly on a small dish. Serve with lemon slices, the juice to be squeezed over the sardines. Crackers, plain or toasted, should be served with sardines.

FISH FLAKE HASH

1 can Davis Fish Flakes 2 cups Mashed Potatoes ¼ tsp. Black Pepper 4 slices Bacon

Separate a can of Fish Flakes into bits with a silver fork. Add the two cups of hot or cold mashed potatoes and the black pepper. Have ready the four slices of bacon hot, to serve with the hash; add half of the fat to the potato and fish. Mix all together thoroughly, and turn into the frying pan, spreading it out evenly. Cover the pan and let cook slowly about fifteen minutes. Fold as an omelet, and turn upon a hot platter. Put the bacon around it. Serve at once.

FISH FLAKES CREAMED

1 can Davis Fish Flakes 1 pt. Milk Butter Pepper 1 tbsp. Flour

Add a pint or more of milk to the Fish Flakes, according to the size can used. When it boils slowly, add butter, a little pepper, and thickening of one heaping tablespoonful of flour in enough cold water to make a cream. Stir well, and cook about five minutes longer.

FISH FLAKE TIMBALES

1 can Davis Fish Flakes ¼ cup Bread Crumbs ¼ tsp. Paprika 2 Eggs, beaten
1 cup drawn Butter or Cream Sauce or Tomato Sauce 1½ cups Milk 1 hard-boiled Egg

Pick the contents of one can of Davis Fish Flakes into bits with a silver fork; add a quarter of a cup of sifted bread crumbs from the center of a stale loaf, the paprika, the two well-beaten eggs, and a cup and a half of milk. Mix well, then turn into buttered timbale moulds or old-fashioned patty pans. Stand these in a pan of boiling water reaching nearly to the top, and bake until the centers are firm. Unmould carefully on a hot platter, decorate with sliced hard-boiled egg and turn over all a cup of drawn butter, cream sauce or tomato sauce, and serve at once.

FISH FLAKE OMELET

1 can Davis Fish Flakes Salt 4 tbsp. Water Paprika 4 Eggs
1 tbsp. Butter

Beat the eggs seasoned with the salt and paprika until whites and yolks are well mixed. Add the water and the can of fish flakes picked in bits with a silver fork. Melt the butter in a frying pan and turn in the fish mixture. Shake the pan back and forth on top of the hot stove-lid, tipping the pan meanwhile to let the uncooked mixture down upon the pan. When the egg is nearly set, roll the omelet and turn onto a hot plate.

Right from the Fishing Boats to You

Appetizing Suggestions

FOR BREAKFAST

	PAGE
Broiled Mackerel	17
Codfish Cakes	12–13
Kippered Herring and Scrambled Eggs	27
Fried Mackerel	16
Cod and Haddock Roe	13
Dawson's Suggestions	13
Fried Mackerel Roe	14

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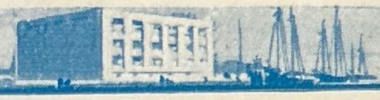
Central Wharf, Gloucester, Mass.

SUGGESTIONS



FOR LUNCH

	PAGE
Anchovied Eggs a la Dower House	28
Clam Chowder, New England and New York Styles	8
Clam Croquettes	9
Fried Minced Clams	8
Clam Broth	9
Hot Clam and Milk	9
Hot Clam and Tomato	9
Clam Tea	9
Creamed Codfish	11
Fish Flake Omelet	30
Creamed Halibut on Toast	25
Lobster in various ways	4–5
Oysters in various ways	18
Shrimps in various ways	22–23
Tunny Fish in various ways	6–7
Fish Chowder	28
Fried Clams	9
Clam Cakes	10
Pink Hash	11
Baked Fresh Codfish	13
Friday Chowder	12
Codfish Souffle	12

FOR DINNER

Clam Souffle	10
Baked Savory Clams	10
Iced Clams	10
Creamed Clams with Mushrooms	10
Clam Broth	9
Old-Fashioned Codfish Dinner	11
Creamed Finnan Haddie	25
Salt Herring	27
Baked Mackerel	17
Broiled Salt Codfish	11
Fried Fresh Mackerel	14
Boiled Mackerel	16
Crabmeat Cocktail	19
Sea Moss Desserts	24
Clam Soup	8
Clam Stew	8
Clam Chowder	9
Clam Cocktail	10
Gloucester Potatoes	24

FOR LUNCHEONS, SUPPERS AND PARTIES

Caviar Butter Sandwiches	28
Crabmeat Salad	19
Crabmeat Sandwiches	19
Crab Toast	19
Mackerel Roe Salad	14
Kippered Herring Salad	27
Lobster in various ways	4–5
Oysters in various ways	18
Salmon in various ways	20–21
Sardines in various ways	29
Shrimps in various ways	22–23
Tunny Fish in various ways	6–7
Codfish Salad	13

FRANK E. DAVIS Central Wharf, Gloucester, Mass.

INDEX

	Page
ANCHOVIES	28
ANCHOVY PASTE	
Anchovied Eggs a la "Dower House"	28
APPETIZING SUGGESTIONS	
For Breakfast	31
For Luncheon—Dinner—Suppers and Parties	32
CAVIAR	
Caviar Butter Sandwiches	28
CLAM CAKES, READY MIXED	
Baked Savory Clams—Clam Souffle	10
CLAM CHOWDER, CANNED	
New England Style—New York Style	8
CLAMS, "DOWN EAST"	
Clam Chowder—Croquettes	9
Fried Clams	9
CLAM JUICE	
Clam Broth—Clam Tea	9
Hot Clam and Milk	9
Hot Clam and Tomato	9
CLAMS, LITTLE NECK	
Clam Cocktails—Iced Clams	10
Creamed Little Necks with Mushrooms	10
CLAMS, MINCED	
Clam Stew—Fried Minced Clams	8
CLAM SOUP	8
CODFISH CAKES, READY MIXED	13
CODFISH, FRESH	
Baked Fresh Codfish	13
Codfish Roe (Dawson's Suggestion)	13
Codfish Salad	13
CODFISH, SALT	
Broiled Salt Codfish	11
Codfish Balls—Gloucester Style	12
Codfish Fluff—Codfish Souffle	12
Creamed Codfish	11
Friday Chowder	12
Old Fashioned Codfish Dinner	11
Pink Hash	11
CRABMEAT	
Crab Chowder	28
Crabmeat Cocktail	19
Crabmeat Salad	19
Crabmeat Sandwiches—Crab Toast	19
Devilled Crabs	19
FINNAN HADDIE	
Creamed Finnan Haddie	25
Gloucester Potatoes	24
FISH BALLS—Norwegian Style	28
FISH CHOWDER, CANNED	28
FISH FLAKES	
Fish Flakes Creamed—Fish Flake Hash	30
Fish Flake Omelet—Fish Flake Timbales	30
HADDOCK ROE	13
HALIBUT, FRESH	
Creamed on Toast	25
Escalloped Halibut with Peas	25
HALIBUT, SMOKED	
Creamed Smoked Halibut	25
HERRING, BONELESS	
As a Relish	27
Club Sandwich a la Davis	27
HERRING, KIPPERED	
Kippered Herring Salad	27
Kippered Herring and Scrambled Eggs	27
HERRING, SALT	27
LOBSTER	
Creamed Lobster	4
Fried Lobster—Lobster Canapes	5
Lobster a la Newburg	5
Lobster Bouchées	5
Lobster Cutlets or Croquettes	4
Lobster Salad	4
Lobster Sandwich Filling	5
Lobster Stew	4
Lobster in Timbales	5
Plain Lobster	4
LOBSTER A LA NEWBURG—CANNED	5
MACKEREL, FRESH	
Fried Mackerel	14
Mackerel a la Duvall	14
MACKEREL ROE	
Mackerel Roe—Baked—Broiled—Fried	14
Mackerel Roe Salad	14
MACKEREL, SALT	
Mackerel—Baked—Broiled	17
Mackerel—Boiled—Fried	16
Directions for Freshening	15
Fillet of Mackerel—Broiled	15
Mackerel a la Creole	17
Mackerel a la Van Note	16
Salt Mackerel—Fried—Mackerel Sauce	15
OYSTERS	
Fried—Grilled	18
Oyster Cocktail Dressing	18
Oyster Stew	18
Scalloped Oysters	18
SALMON	
Boiled Salmon—Cold Salmon	21
Salmon en Casserole	20
Salmon a la Creole	21
Salmon Loaf	20
Salmon Moulded and Sauce	20
Salmon Patties	20
Salmon with Peas—Salmon Salad	21
Salmon Souffle	21
SARDINES	
Sardines as a Relish—Stuffed Sardines	29
Sardine Canapes	29
Sardine Sandwich	29
Sardine and Shrimp Salad	29
SAUCES AND DRESSINGS	
Anchovy Sauce	26
Drawn Butter Sauce—Egg Sauce	26
Maitre d'Hotel Butter	26
Salad Dressing with Oil	26
Tartar Sauce—White Sauce	26
SEA MOSS	
Chocolate Jelly	24
For Coughs and Colds	24
Sea Breeze Pudding	24
Sea Moss Blanc Mange	24
SHRIMP	
Fried Shrimp	22
Shrimp Balls	23
Shrimp Fricassee	22
Shrimp Fritters	23
Shrimp a la Newburg	22
Shrimp Omelet	22
Shrimp Patties	23
Shrimp Salad	23
Shrimp and Sardine Salad	29
Shrimp Wiggle	22
TUNNY	
Creamed Tunny	6
Tunny Fish in Ramekins	7
Tunny Club Sandwich	7
Tunny Cutlets—Fish Balls	7
Tunny Fish Savory	6
Tunny a la Napoli—Tunny Salad	6
Tunny in Tomato Cups	7

N
E
W
S
New Brunswick
Prince Edward Island
Eastport
Bay of Fundy
New Edinburgh
Freeport
FRANK E. DAVIS
Nova Scotia
FISHERIES
Yarmouth
Fishing Station
Lobster
Haddock
Bar Harbor
MAINE
Augusta
Lobster
Clarks Harbor
Cod Fish
Mackerel
Portland
Mackerel
Portsmouth
Clams
NEW HAMPSHIRE
Ship Lane
GLOUCESTER
FRANK E. DAVIS
GLOUCESTER
PLANT
Mackerel
BOSTON
Cape Cod 190 MILES TO GEORGES BANK
ATLANTIC OCEAN
MASSACHUSETTS
Plymouth Rock
Cape Cod Bay Oysters
Oysters
RHODE ISLAND
Mackerel
Cod Fish
Newport
Nantucket I.
Georges Banks